

Summing up all of the above, advertising campaign on the Internet is an actual, effective way of promotion. There are many types of advertising, different in cost and achieved effect, capable, with reasonable use to attract a large number of potential buyers to the seller, to promote the resource, as well as to cause interest to the service. You can organize an advertising company on your own, or with the involvement of experienced employees who can make advertising effective and working. It is worth emphasizing that ads are used as a base or a single element of an advertising campaign. Regarding the shortcomings of advertising, it ought to be noted that they should be referred to the category of “pitfalls”; they are mostly visible to users without experience.

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THE ROLE OF ADVERTISING IN THE SYSTEM OF INTEGRATED MARKETING COMMUNICATIONS

The article discusses the theoretical aspects of the advertising image, the main approaches to understanding this phenomenon in the marketing communication process, its role in the creation of advertising appeal and the basic techniques, the use of which contributes to the highest quality perception of the advertising image. The work also focuses on the refraction of such types of marketing communications as PR and advertising, through the image of the head of the company in an advertising message. Keywords: advertising, PR, image.

Zotkin [2] defines an advertising image as an image of art that adequately reflects the essence of an advertiser's advertising message to a consumer within the framework of the concept of an advertiser. The advertising image always idealizes reality, and its author usually acts as an anonymous author. This is due to the fact that the main character of the advertising image is the product. Methods of creating an advertising image are deeply technological, and also pursue pragmatic goals. Thus, the rigid framework of the marketing brief is limited to the creative process

of creating this phenomenon, which determines the formal and significant parameters of advertising appeal. In addition, the world of advertising images of a person involves in an unreal space that is reliable, offering the buyer the potential realization of his unmet desires. In this regard, V. L. Afanasyevsky and S. B. Krasnov [1] noted that consumer advertising offers an idea of things, their meaning, and an ideal image, but assures the person that everything is possible to buy. However, you can only buy a real product, not its idea or value, advertising also insists on its identity.

A high-quality advertising image is an image that in its artistic, intellectual and business content must meet all the needs of the target group of consumers or, in some cases, exceed them. An effective technique of advertising appeal is the use of a personalized intermediary (an actor in whose speech the necessary information is embedded). Celebrities project their authority on a product, a service. Advertising image can also be built on the use of professional status. Reviews of experts in the field of advertising are especially important for high-tech and especially complex technical products, as well as for advertising drugs and other health-related products.

Advertising is not an end in itself, but a tool for solving problems of marketing, communication, which are subordinated to the leading goals of the company. Therefore, the promotion policy requires a strategy of a single marketing message and an integrated approach, when the advertising characters are its leading images and not contradicting the company's overall image. The consumer gets used to the character of the advertising message even more than to the symbol of the advertising brand or information about the benefits that this or that product brings to him. Companies often use advertising tools, putting PR messages into them. For example, participation in advertising messages of the first persons of the company. Their opinion is often decisive. This is due to the real trust of these people, as well as the fact that their personal qualities are transferred to the image of the company as a whole. Accordingly, a manager who participates in an advertising plot performs all of the above functions, combining the same qualities as the characters of the commercials using testimonium. An association also works here, for example, an adjacency association. In this case, the consumer transfers the properties and characteristics already familiar to him from one character to the advertised product. This approach with the participation of the head of the company as a character advertising message is intended to cause more confidence in the consumer and product, as well as the manufacturer. Thus, the company becomes closer to the consumer, as the manager himself refers to his potential, and not just to the customers. A typical message from the manager as a character video is to convince the audience about the quality of the product, the stability of the enterprise, and the care for consumers. And the fact of the company's manager's participation in advertising "automatically" speaks of its openness. Creating such a message, which would be really effective, requires painstaking work, since the bad image or conversation of the head of the company can negatively affect the reputation and sales of the brand. It is important to take into account the personal characteristics of the "leader-character", for example, sociability and

photogenicity. This is a kind of hybrid of PR and advertising, which is very effective and provides material for social news and publications in the press as a whole. Accordingly, this approach is an echo of the image of corporate advertising and is able to influence the formation of the company's image.

Such advertising should be placed in the business press, whose readers are representatives of the target audience of these institutions, who are not indifferent to the opinions of representatives of the business elite, whose recommendations have a great deal of weight in society. The image of the head of the company in ad units is found not only among large enterprises, but also among medium-sized ones. Whatever images a company uses for its advancement, it is important that they do not contradict the essence of advertising appeal, they contribute to a comprehensive perception of the company's image and product, and actively interact with the overall marketing communications system. Thus, the advertising image is created on the basis of the company's philosophy, its marketing and advertising concept and strategy, taking into account external factors that significantly affect the positioning of a product or service in the marketing communications system.

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SECTION 6. DIGITAL REALITY. INTERNATIONAL E-COMMERCE. TRENDS OF IT BUSINESS DEVELOPMENT IN BELARUS.

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THE INFLUENCE OF THE HIGH TECHNOLOGY PARK ON THE DEVELOPMENT OF DIGITAL ECONOMY OF BELARUS

The purpose of this paper is to show the leading role of the High Technology Park in digital economy of Belarus.

Despite its size Belarus has its own powerful IT economic unit, which makes the state one of the world's leading digital economies. And it is called high